The University of North Carolina System
18 Years
(and counting!)

Top 25
On North Carolina’s Top Employers List

100% Of Revenue In Higher Ed

7 States
NC, CO, MO, VA, MA, IL, KY

20
Awards for creative and strategic work in the past 6 months

50
Full-Time Employees

4-years
State Systems

2-years
WEB STRATEGY

AMERICAN UNIVERSITY
ANNE ARUNDEL COMMUNITY COLLEGE
AUGUSTA UNIVERSITY
BALL STATE UNIVERSITY
BOSTON COLLEGE
CALIFORNIA WESTERN SCHOOL OF LAW
CAMPBELL UNIVERSITY
CASE WESTERN RESERVE UNIVERSITY
COLLEGE OF THE ALBEMARLE
COLLEGE OF CHARLESTON
COLLEGE OF SOUTHERN MARYLAND
COLORADO COMMUNITY COLLEGE SYSTEM
COMMUNITY COLLEGE OF BALTIMORE COUNTY
CORNELL UNIVERSITY
DALTON STATE COLLEGE
DE ANZA COLLEGE
DUKE UNIVERSITY
FOOTHILL COLLEGE
GARDNER-WEBB UNIVERSITY
GEORGE MASON UNIVERSITY
GEORGIA TECH
JOHNS HOPKINS UNIVERSITY ENGINEERING FOR PROFESSIONALS
MEREDITH COLLEGE
MISSION COLLEGE
NATIONAL UNIVERSITY
NC STATE UNIVERSITY
NORTH ORANGE CONTINUING EDUCATION
NORTHERN ESSEX COMMUNITY COLLEGE
NORTHERN VIRGINIA COMMUNITY COLLEGE
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
TIDEWATER COMMUNITY COLLEGE
TRIDENT TECHNICAL COLLEGE
UNC CHARLOTTE
UNC CHARLOTTE ADMISSIONS
UNC CHARLOTTE BELK COLLEGE OF BUSINESS
UNC CHARLOTTE EXECUTIVE EDUCATION
UNC CHARLOTTE FOUNDATION
UNC CHARLOTTE PROFESSIONAL SCIENCE MASTERS IN BIOINFORMATICS
UNC PEMBROKE
UNC GREENSBORO ALUMNI ASSOCIATION
UNIVERSITY OF CALIFORNIA
UNIVERSITY OF CALIFORNIA SANTA BARBARA
UNIVERSITY OF THE CUMBERLANDS
UNIVERSITY OF ILLINOIS
CHAMPAIGN-URBANA
UNIVERSITY OF KENTUCKY
OFFICE OF PHILANTHROPY
UNIVERSITY OF MARYLAND ROBERT H. SMITH SCHOOL OF BUSINESS
UNIVERSITY OF MASSACHUSETTS SCHOOL OF PUBLIC HEALTH AND HEALTH SCIENCES
UNIVERSITY OF MISSOURI SYSTEM
UNIVERSITY OF NORTH CAROLINA SYSTEM
UNIVERSITY OF PENNSYLVANIA
UNIVERSITY OF VIRGINIA
VIRGINIA TECH
WAKE TECH COMMUNITY COLLEGE
WEST VALLEY COLLEGE
WESTERN CAROLINA UNIVERSITY
WESTERN PIEDMONT COMMUNITY COLLEGE
NEW WEBSITE
PROJECT OVERVIEW
HOW WE GOT HERE

- Current site audit
- Analytics review
- Brand review
- Competitor assessments
  - www.universityofcalifornia.edu/uc-system
  - www.suny.edu
  - www.utsystem.edu
  - www.usg.edu
  - www.wisconsin.edu
PROJECT STATUS TO DATE

- Interviewed internal stake holders
- Identified specific user personas and pathways
- Conducted usability testing with actual participants
- Conducted two IA workshops
- Initiated a design spectrum meeting to settle on direction
- Development began in a new content management system
- In the process of content migration & governance training
PROJECT STATUS TO DATE

- Page clean up
- Creating a new site that is proud, no longer a filing cabinet
- Basic pages
  - Before: 920
  - Now: 278
- News
  - Before: 1,110
  - Now: 689
- Features
  - Before: 751 (System News)
  - Now: 349
- Content Types
  - Before: 36 content types
  - Now: 4 - the new content type “Promo” is revolutionary for us
We have streamlined the tagging mechanisms

The tags we now have are:

- Press releases
- Access
- Affordability & Efficiency
- Economic Impact
- Excellent & Diverse
- Faculty

Content is much more clearly organized
OUR 17 CAMPUSES

The University of North Carolina System’s 17 campuses extend from the state’s mountains to the coast. Nearly 250,000 students are enrolled at 16 universities and the NC School of Science and Mathematics, the country’s first public residential high school.
A SECTION TITLE GOES RIGHT HERE


A SECTION TITLE GOES RIGHT HERE

WHAT WE HAVE NOW

The individual institutions pages were developed as a result of our work with universities. We also used research from:

- Analytics
- Best Practices
- Interviews
- Usability Testing
WHAT IS NEXT?

- Fill in the missing content in a provided Drive spreadsheet
- Return to Camille no later than February 7, 2020
- Provide any keyword considerations
- Her team will edit and return for final approval
- Content does not need to be as “formal” as the system voice
WHAT CONTENT IS NEEDED?

- Three to four sentence overview of your institution
- Specific statistics about your institution (number of enrolled students, number of degrees offered, number of degrees awarded, etc.)
- Link to a video (if applicable)
- Sections of your site to highlight (academics, financial aid, athletics, other keyword focused areas) and a sentence about each highlight
- Any relevant photos
Questions?
Thank you!